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Form BC 126

June 1954

FREQUENCY MODULATION

Office file No. 2117

# BROADCASTING STATION LICENSE RECORD

W M E Q 11-6-78

XW M F M (EFF: 6-26-75)

Date first licensed December 20, 1967

Call letters XW D M W

Station location Menomonie, Wisconsin

PHILLIPS BROADCASTING COMPANY, INC. (ALH 6-12-75 EFF: 6-23-75)

X EVELYN WHITFORD AND WENDELL HANSEN dba MENOMONIE BROADCASTING COMPANY (ALH 2-29-68)

X Chris Hansen, Evelyn Whitford and Wendell Hansen D/B as Menomonie

Name of licensee Broadcasting Company

Co. Road, J, 1.8 miles ESE Menomonie, Wisconsin (PH-780830AH 2-26-79)  
Transmitter location County Rd., D, just adjacent to city limits S. of city, Menomonie, Wis.  
(PH-9-19-66)

430 Crescent St., Menomonie, Wisc. (1 r. 5-30-79)  
X 444 Broadway, Menomonie, Wisconsin (PH-780830AH 2-26-79)  
X 321 Main Street, Menomonie, Wisconsin (PH-9-19-66)

Main studio location



# CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl.<br>No.                     | Date<br>Issued  | Freq.   | Power  | Time<br>Div. | Period<br>From To   |
|----------------------------------|---|---|--|--------------|---------------------|
| BPH-5402<br>HAAT: 150'<br>cond'1 | 9-19-66<br><br>CP for a new Class A FM broadcast station with RC. | 92.1mc.<br>ch# 221                                      | ERP: 3kw<br>TPO: 890w                            | Unl.         | 11-19-66<br>5-19-67 |
| BPH-5402<br>(1)                  | 11-9-66   | Mod. of   | CP(BPH-5402) to assign call letters W D M W.     |              |                     |
| BMPH-9389<br>(2)                 | 5-26-67   | Mod. of   | CP(BPH-5402) for extension of completion date to |              | 8-15-67             |
| BLH-3711<br>HAAT: 150'           | 12-20-67  | 92.1mc<br>ch#221  | ERP:3kw<br>TPO:960w                              | Unl.         | 12-20 12-1-70       |
|                                  | Lic. to cover CP(BPH-5402 as mod.)                                |   |  |              |                     |
| BALH-1078                        | 2-29-68   | Voluntary assignment of license.                        |  |              |                     |
| BRH-2117(1)                      | 11-25-70  | RENEWAL   |  |              | 12-1-73             |
| EBSA                             | 5-22-72   |   |  |              |                     |
| BRH-2117(8)                      | 11-28-73  | RENEWAL   |  |              | 12-1-76             |
| BALH-2113                        | 6-12-75   | VOL. ALH. EFF: 6/23/75                                  |  |              |                     |
| EPH-2117 (L)                     | 11-15-76  | Renewal of License                                      |  |              | 12-1-79             |
| EBSA                             | 11-6-78   | chg. call   |  |              |                     |
| BPH780830AH<br>HAAT: 430'<br>(L) | 2-26-79<br>(H&V)  | 92.1mhz   | ERP: 1.30kW (H&V)                                |              | 2-26-80             |
|                                  |   | CP to chg. TL, SL, RC, type ant., antenna system & ERP: |  |              |                     |
| I r.                             | 5-30-79   | chg. SL   |  |              |                     |
| BRH-790727VM<br>BLH-790705AE (L) | 11-30-79  | RENEWAL OF LICENSE & Lic.(BPH-780830AH) FOR CHGS.       |  |              | 12-1-82             |



FORM BC-121  
Aug. 1955

# APPLICATION RECORD - BROADCASTING

Call Letters **W D M W**  
**new FM**

Name **CHRIS HANSEN, EVELYN WHITFORD AND WENDELL HANSEN**  
**D/B AS MENOMONIE BROADCASTING COMPANY**  
**MENOMONIE, WISCONSIN (PO 321 Main St., Menomonie, Wisc. 54751)**

| File No.          | Dated   | Application for   | Action  |                        |
|-------------------|---------|---|---------|------------------------|
|                   |         |   | Nature  | Date                   |
| BPH-5402<br>R & F | 4-26-66 | Construction permit for a new FM broadcast station to be operated on:<br>Frequency: 92.1mc CH 221<br>ERP: 3kw<br>TPO: .885kw<br>HAAT: 145 feet<br>Type trans: Collins-830D-1A<br>Type ant: Collins-37M-4, 4 sections<br>Trans loc: On a 207° bearing, approx 1.15 mi. from the center of Menomonie, Wisc.<br>Studio loc: 321 Main St., Menomonie, Wisc.<br>Remote control loc: Same as studio | GRANTED | 9-19-66                |
|                   | 5-2-66  |   | cond'1  | submit 302's for WANE. |



# APPLICATION RECORD - BROADCASTING

Call  
Letters **W D M W**

CHRIS HANSEN, EVELYN WHITFORD AND WENDELL HANSEN  
Name **D/B.A.S. MENOMONIE BROADCASTING COMPANY**  
**MENOMONIE, WISCONSIN**

| File No.                                  | Dated                             | Application for  | Action        |                    |
|---|-----------------------------------|--|---------------|--------------------|
|   |                                   |  | Nature        | Date               |
| BMPH-9389<br>R & F                        | April, 1967<br>5-8-67             | Modification of CP(BPH-5402 which authorized a new FM b/c station) for extension of completion date from 5-19-67 to 6-18-67. | GRANTED<br>to | 5-26-67<br>8-15-67 |
| BLH-3711<br>R & F<br>PTA-6/30/67          | 6/19/67<br>6/21/67<br>AUG 23 1967 | Lic. to cover CP (BPH-5402 as mod.) which auth. a new FM b/c station.<br>Engr: N. Williams, Oshkosh, Wis.                    | GRANTED       | 12-20-67           |
| BALH-1078<br>Rec'd<br>Filed<br>(Form 316) | 1-15-68<br>1-18-68<br>2-12-68     | Voluntary assignment of license to EVELYN WHITFORD and WENDELL HANSEN dba MENOMONIE BROADCASTING COMPANY                     | GRANTED       | 2-29-68            |

FEB 21 1968



# APPLICATION RECORD - BROADCASTING

Call **W M F M**  
Letters **x W D M W**

**PHILLIPS BROADCASTING COMPANY, INC.**  
Name **LYNN WHITFORD AND WENDELL HANSEN d/b as MENOMONIE BROADCASTING COMPANY**  
**Menomonie, Wisconsin**

| File No.  | Dated                                       | Application for  | Action   |                    |
|---|---|--|--|--------------------|
|   |   |  | Nature   | Date               |
| BRH-2117<br>R & F<br>P.N.<br>PRESS:   | 8-17-70<br>8-28-70<br>8-28-70<br>SEP 4 1970 | Renewal of License<br><br>Atty: Edward B. Reddy<br>AMENDED 10-19-70 re: programming<br>AMENDED 10-21-70 re: engineering data | GRANTED  | 11-25-70           |
| BRH-2117<br>R & F<br>P.N.<br>PRESS  | 9-1-73<br>9-4-73<br>9-4-73<br>17 SEP 1973   | Renewal of License   | GRANTED  | 11-28-73           |
| PAH-2113<br>R & F<br>FEE PD: \$200 # 404000<br>CODE 019 (ALSO SEE AM WMT)<br>Pub. notice filed 4-7-75<br>APR 7 1975 | 3-12-75<br>3-21-75                          | Voluntary assignment of license to<br>PHILLIPS BROADCASTING COMPANY, INC.<br><br>Atty - Midlen & Reddy                       | GRANTED<br>EFF:<br>gr fee req.<br>pd 063 7-1-75 444375 | 6-12-75<br>6/23/75 |
| PUB. NOTICE FILED 4-21-75   |   |  |  |                    |



Form BC-121

May 1976

12-67

## APPLICATION RECORD - BROADCASTING

Call WMEQ  
Letters XWMPMName PHILLIPS BROADCASTING COMPANY, INC.  
MENOMONIE, WISCONSIN

| File No.                                    | Dated                                 | Application for   | Action  |          |
|---|---------------------------------------|---|---|----------|
|   |                                       |   | Nature  | Date     |
| BRH-2117<br>R & F<br>PN Recd.<br>PRESS      | 7-17-76<br>7-27-76<br>"<br>OCT 5 1976 | RENEWAL OF LICENSE  | Granted   | 11-15-76 |
| BPH 780830AH<br>FILED<br>PRESS:<br>PN FI ED | 8-30-78<br>NOV 22 1978<br>10-18-78    | CP to chg TL: Co. Road, J, 1.8 mi ESE of city<br>Menomonie, Wisconsin; SL&RC: 444 Broadway<br>Menomonie, Wisconsin; chg type ant (HARRIS FML-<br>3E, 3 sects (H&V) chg ant sys (incr hght);<br>chg ERP: 1. 32KW (H&V) and HAAT: 431' (H&V)<br>44 51 43 91 52 36<br>ATTY: Edward Reddy<br>ENGR: ---- | Granted   | 2-26-79  |
| BLH-790705AH<br>PTA:<br>PRESS:              | 7-13-79<br>AUG 3 1979                 | License to cover (BPH-780830AH) FOR CHANGES<br>Atty: ----   | GRANTED<br>(Issued simultaneously<br>with BRH-790727VM) | 10-18-79 |



## APPLICATION RECORD BROADCASTING

Call Letters: 92.1mhz  
W M E Q

Name: Phillips Broadcasting Company, Inc.

Station Location: Menomonie, Wisconsin

| File No.                         | Date | Description        | Action and Date   |
|----------------------------------|------|--------------------|-------------------|
| BRH790727VM<br>PRESS OCT 15 1979 |      | Renewal of License | GRANTED: 11-30-79 |



## About the History Cards ...

History Cards were first used by the Department of Commerce to keep track of applications filed by, and changes to, the earliest AM broadcast stations in the early 1920s. The records were subsequently transferred to the Federal Radio Commission in 1927, and after that to the Federal Communications Commission when that agency was created in 1934. These cards gradually grew into a large card file.

FM History Cards were initiated in the early 1940s, with the authorization of the earliest FM stations in the FM band, then at 42 to 50 MHz. (The band was shifted to its present location, 88 to 108 MHz, in 1946.) History Cards remained in use until the creation of the first computerized database in 1980 to track broadcast applications, the Broadcast Application Processing System (BAPS). However, the Commission did not transfer the data from the History Cards to the new system. Instead, it retained the History Cards in their original form for reference.

In 1999, the Commission moved to a new location (445 12<sup>th</sup> Street SW), and also at that time created the successor database to BAPS, the Consolidated DataBase System (CDBS). Prior to that move, the History Cards were transferred to microfiche by a contractor (only a few sets of microfiche exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above.

History Cards contain very brief entries and notes about station facilities, applications, and ownership. They are not, and never were intended to be, a comprehensive record of a station's operations. Nevertheless, they can be useful to help determine, for example, when a station first went on the air and its call letters at that time. History Card comments were generally typed onto the cards, and thus some records will show more faintly or with more smudging than others, depending on the quality of typewriter and ribbon then used. Occasional handwritten comments, corrections, and strikeouts may also be found. Cards may be incomplete, missing, or occasionally out of sequence.

The History Cards are presented here as they were copied to microfiche, to preserve this record for public use, and with the hope that they will be of value to future researchers of radio station history.

